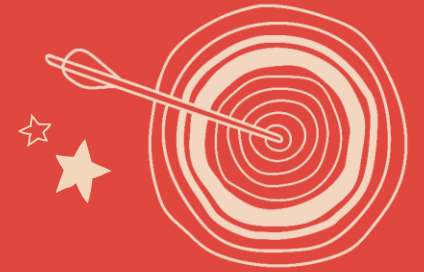


PEAT-FREE PARTNERSHIP

A call-to-arms strategy to heighten awareness for a landmark environmental campaign



Mission

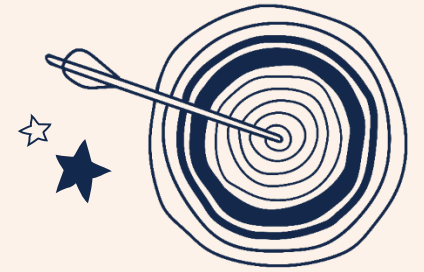
Little Red Rooster was appointed by the Peat-Free Partnership to support on a short-term project over the peak summer season, driving brand awareness to help the charity meet its core objective: legislation to end the sale and supply of peat. The campaign straddled our strengths across PR and social media, aiming to build brand visibility, heighten awareness and educate the British public on the importance of the campaign and the environmental impact of peat products.

Method

Our PR activity acted as a call to arms, with a strategy designed to maximise the PFP's share of voice at a critical time for the horticulture industry. Our core activity centred around a photo stunt, working alongside external designers to create an eye-catching 'Living Throne' installation which invited the public to 'take a seat to take a stand.' LRR orchestrated a prominent position for the stunt at the RHS Hampton Court Palace Show, staffing a photocall and capturing imagery of This Morning presenters and even a much-loved Womble, which we sold into the picture desks across the national newspapers. We complemented this with a rolling programme of media alerts, jumping on topical trends to secure media coverage. Meanwhile, our digital experts supported the charity's in-house social media team, hosting a series of strategy sessions and providing top-level consultancy. We conducted an internal audit of the brand's channels, monitored its target audience and existing content highlights, set a paid advertising strategy, advised on content format and provided key recommendations to boost the brand's social impact.

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BOOM

Influential coverage landed with key titles from the garden press, such as HortWeek and Pro Landscaper, raising awareness for the campaign amongst those in-the-know who can inspire change amongst the industry.

Our photo stunt coverage generated an impressive total reach of over 1.36 million, establishing valuable opportunities to see to broaden the partnership's appeal outside of its traditional B2B market.

Meanwhile, thanks to our social media consultancy, we helped the Peat Free Partnership create a clear brand identity and content strategy to help reach its goals and boost its digital footprint.



LITTLE RED

